

CLAIMS

What is Claimed is:

1. A method of matching an pet with an appropriate product comprising the steps of

a. assigning a breed code to a plurality of breeds of a pet based on predetermined criteria;

b. categorizing a product to determine whether said product is appropriate for said plurality of breeds of said pet assigned to said breed code;

c. publishing said assignment of said breed code and said categorization of said product to allow a consumer to appropriately match said product to said breeds of said pet.

2. The method of Claim 1, said pet being a dog, said predetermined criteria for assigning said breed code to said plurality of breeds of said pet comprising:

a. assigning an exercise factor to each of said breeds of said pet based on predetermined criteria;

b. assigning a weight factor to each of said breeds of said pet based on predetermined criteria;

c. combining said exercise factor and said weight factor in a predetermined manner to determine said breed code.

3. The method of Claim 2, said weight factor being a numerical weight factor and said exercise factor being a numerical exercise factor, said

3 predetermined manner for combining said exercise factor and said weight factor
4 comprising addition of said exercise factor and said weight factor.

1 4. The method of Claim 1, said pet being a cat, said predetermined
2 criteria for assigning said breed code to said plurality of breeds of said pet
3 comprising:

4 a. assigning a temperament factor to each of said plurality of breeds
5 of said pet based on predetermined criteria;

6 b. assigning a need for attention factor to each of said plurality of
7 breeds of said pet based on predetermined criteria;

8 c. combining said temperament factor and said need for attention
9 factor to determine said breed code.

1 5. The method of Claim 6, said temperament factor being a numerical
2 temperament factor and said need for attention factor being a numerical need for
3 attention factor, said predetermined manner for combining said temperament
4 factor and said need for attention factor comprising addition of said temperament
5 factor and said need for attention factor.

1 6. A method for matching a pet with an appropriate product
2 comprising placing indicia on a product for a pet or on a container therefor, or on
3 any means in the proximity thereof, that indicates its compatibility with the pet
4 having the same indicia or a corresponding indicia.

1 7. The method of Claim 6, said indicia comprising a breed code.

1 8. A product for a pet or a container therefor having thereon indicia
2 indicating that the product is compatible with a pet having the same or
3 corresponding indicia to the indicia assigned thereto.

1 9. The product of Claim 8, said indicia comprising a breed code.

1 10. An apparatus for matching a pet with an appropriate product
2 comprising a client computer programmed to receive from a server computer
3 over a computer network and to display to a user an identification of a product
4 and further programmed to display indicia indicating that the product is
5 compatible with a pet having the same indicia or corresponding indicia.

1 11. The apparatus of Claim 10, said indicia comprising a breed code.

1 12. An apparatus for matching a pet with an appropriate product
2 comprising a server computer programmed to transmit over a computer network
3 to a server computer for display to a user an identification of a product and
4 indicia indicating that the product is compatible with a pet having the same or
5 corresponding indicia.

6 13. The apparatus of Claim 12, said indicia comprising a breed code.

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